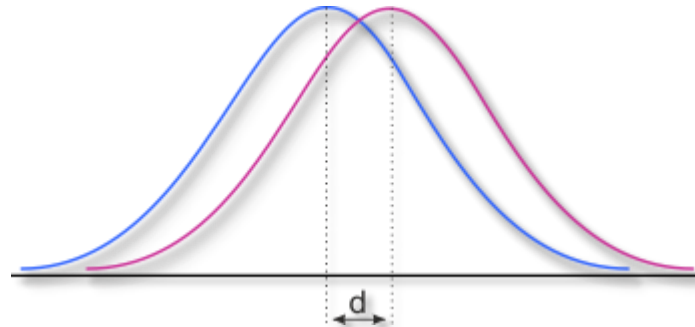


# Research Methodology: quantitative

## Human-Computer Interaction

**Prof. Luigi Lombardi**

**Dept. of Psychology and Cognitive Science, University of Trento**



## Case study 2: personality measures and web platforms evaluations



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**1**

## **BIG five personality short-questionnaire**

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Brief report

# Measuring personality in one minute or less: A 10-item short version of the Big Five Inventory in English and German <sup>☆</sup>

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Available online 3 April 2006

Refer to the following paper that you can download from the Inferential statistics module.

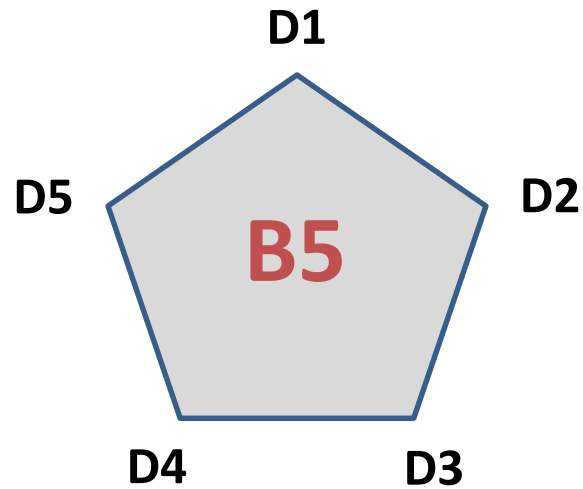
## Appendix A. Big Five Inventory-10 (BFI-10)

English version.

Instruction: How well do the following statements describe your personality?

I see myself as someone who ...	Disagree strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree strongly
... is reserved	(1)	(2)	(3)	(4)	(5)
... is generally trusting	(1)	(2)	(3)	(4)	(5)
... tends to be lazy	(1)	(2)	(3)	(4)	(5)
... is relaxed, handles stress well	(1)	(2)	(3)	(4)	(5)
... has few artistic interests	(1)	(2)	(3)	(4)	(5)
... is outgoing, sociable	(1)	(2)	(3)	(4)	(5)
... tends to find fault with others	(1)	(2)	(3)	(4)	(5)
... does a thorough job	(1)	(2)	(3)	(4)	(5)
... gets nervous easily	(1)	(2)	(3)	(4)	(5)
... has an active imagination	(1)	(2)	(3)	(4)	(5)

Refer to the following paper that you can download from the Inferential statistics module.



D1: Extraversion  
D2: Agreeableness  
D3: Conscientiousness  
D4: Neuroticism  
D5: Openness

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... has an active imagination	(1)	(2)	(3)	(4)	(5)

Scoring the BFI-10 scales:

Extraversion: 1R, 6; Agreeableness: 2, 7R; Conscientiousness: 3R, 8; Neuroticism: 4R, 9; Openness: 5R; 10 (R = item is reversed-scored).

## 1

# BIG-5 short questionnaire

Dataset for Case Study 2: DATIDB5.csv

## Proxy variables (e.g., demographic, setting time)

Setting time  
variables

→ ora, min

Demographic  
variables

→ Sesso, Eta, AA (year of study: 1,2,3,4,5)

(main) Hand  
dominance

→ MDOM: s = left, d = right

Frequency of  
use (ESSE3 and  
FB platforms)

→ FB1, FB2, ESSE31, ESSE32

FB1: Con quale frequenza utilizzi Facebook (Più di una volta al giorno: 1; una volta al giorno: 2; una volta alla settimana: 3; una volta al mese: 4)

ESSE31: Con quale frequenza utilizzi ESSE3 (Più di una volta al giorno: 1; una volta al giorno: 2; una volta alla settimana: 3; una volta al mese: 4)

# 1 BIG-5 short questionnaire

Dataset for Case Study 2: DATIDB5.csv

**Personality variables (Big Five questionnaire - short version)**

B5 variables



BF1, BF2, ..., BF10